



Richland County Community Strategic Plan

Vision

The grand vision for Richland County is “healthy people in healthy communities.” The following section is an ideal future created in a planning session by Richland County residents and local leaders. The future envisioned is a picture of a healthy, vibrant and economically thriving community and it can begin to be achieved by implementing this strategic plan.

Ideal Future

Richland County, 2038: It’s a crisp, sunny Saturday morning in September as you walk down Main Street in Sidney. The lovely downtown area is bustling with patrons of all ages flowing in and out of the various shops and restaurants that line the street. Stopping at one outdoor restaurant to inspect the posted menu, you watch customers eating delicious-looking breakfast dishes and sipping freshly brewed coffee, all the while talking and laughing. The top of the menu notes that the restaurant supports the local economy by using ingredients from local farms and ranches.

Continuing down the street you notice many young people sporting clothing with the initials RCC on them. Stopping one young lady to ask what the initials stand for, she replies “Richland County College.” She turns and points towards Lambert and adds “It’s over that way.” Thanking her, you turn off to residential area and stroll along a well maintained sidewalk framed with lush, green shrubs and grass and admire the newly built and restored single family homes. Stopping to visit with one young family who is playing with their children in the front yard, you ask if they had always lived in Sidney. The young man says he originally came to the area to attend Richland County College. He continues by saying he was offered a high paying job with one of the local agriculture companies after he graduated. The quality of life here was appealing and the housing market was so affordable that he and his wife, whom he met at RCC, decided to make Sidney their permanent residence.

They say that they’ve enjoyed the area not only because of the great connection with agriculture and community, but also because of its focus on cultural and recreational activities. The county, he goes on to say, has a diverse Parks and Recreation Department that is based around activities for all ages, but has an emphasis on families. “Our favorite family activities are biking along the Yellowstone River path, or taking public transportation to Fairview for shopping, or playing video games at the arcade. Once in a while, we’ll see a concert or off-Broadway play in Savage, or go check out the skaters at the skate park. Sometimes my wife and I will go to Lambert to hear a speaker at the college or take a continuing education class that’s being offered. I also sometimes meet up with my old college buddies to play basketball on the new courts.” The school system, his wife adds, has also taken an innovative approach to learning. “The county schools have partnered with the local agricultural base and are able to incorporate agriculture into much of their curriculum to get students exposed at an early age. We’ve been so happy that we’ve decided to stay and raise our family here.”

This could be the future of Richland County. We have a vision of a health Richland County, now we just have to create it. If we assess, plan and act, we can make this vision of Richland County a reality.(Adapted from the Plains Talk, Sidney MT, October 5, 2006)

Introduction

Richland County has been subjected to many changes in the past six years: shifting demographics, influxes of jobs and capital, and a strain on local resources and infrastructure. In these changing times, we want to ensure that Richland County is able to preserve the heritage and values that it holds dear and address issues that would promote an even brighter future for the area. Through partnerships developed between the Richland County Health Department, the AmeriCorps*VISTA program, Communities In Action, and its steering committee, and Richland County residents, a commitment has been made to address community poverty-related needs by strengthening the community and the development of infrastructure through a community building process. The process engaged individual citizens, citizen groups, and agencies to address community needs and enabled them to develop a strategic plan. This plan is the promise the citizens of Richland County made to create healthy people in healthy communities.

The following document is the result of an on-going community building process. Year one of the process was the initial planning along with a thorough community assessment that evaluated all aspects of what impacted the health of the individual and the community in Richland County. Year two was spent compiling the results of the eight assessments to create a summary, titled *The Richland County Quality of Life Profile*. This profile reported the findings, engaging citizens and local organizations into action. Currently, in year three, the priority issues have been identified by the residents of Richland County. The next step in the process is to take action. This strategic plan focuses on addressing quality of life issues in Richland County. Much of Richland County's emphasis in the past has been placed solely on the importance of economic development. The Richland County Strategic Plan was created to address the quality of life issues that facilitate economic development. It is difficult to entice growth to an area with inadequate housing, with increasing crime rates, questionable environmental conditions or even something as simple as outdoor facilities for physical activity.

This is a dynamic document in the sense that it's meant to be employed, not to sit on a shelf. The action steps have been assigned to community partners to carry-out and yearly progress updates are planned for the future. This document was also designed to be fluid, meaning it can be modified as progress is made and new partners are identified.

What our Communities Value

Respect

A Family-oriented Community

Teamwork

Vision

Long-term Focus

Good Role Models

Courage to move past old fears

Open Communication

Regard for Public Infrastructure

Overview

Richland County is an agricultural and ranching community with strong historical roots and a pioneering spirit. This frontier community contains a population of nearly 9,500 residents, the vast majority of whom are Caucasian. Richland County's permanent population has been declining

since the end of the first oil boom in 1980. Since that time, the county has lost more than 2500 residents, many of them college-bound youth, leaving an aging population base behind. The resurgence of local oil drilling and extraction in 2002 brought a boom of nearly 2,000 transient workers to Richland County. This influx has brought young people, wealth, and employment opportunities thus causing a decrease in unemployment rates and an increase in available high paying jobs. However, with this oil boom has come a great deal of strain to the county infrastructure. Direct factors from the arrival of oil traffic and workers to the area include wear and tear on local roads and a strain on the local housing pool. The drilling and extraction of oil has raised concerns of the impact on local water and air quality. The increase of transient workers has also caused increased crime and domestic violence incidents. The oil boom has also attracted a number of professionals to the area; however Richland County still retains a lower overall level of education in comparison to the state.

Frontier culture has its own set of values and norms such as independence, heartiness, community involvement and volunteerism, pride of heritage, and an aversion to outside involvement. The flip side of this isolated, laissez faire culture is some of the practices and social norms that develop. Take for example underage youth and substance abuse; local minors not only consume alcohol and begin smoking at an earlier age than the state average, but there is a general feeling among parents that this behavior is a rite of passage.

For a small community, Richland County is well endowed with many medical and health-related attributes including an impressive medical facility, a diverse set of medical practitioners and an innovative health department. Thanks to these resources, Richland County has managed to avoid the fate of its neighboring counties as a federally designated Medically Underserved Area.

This overview provides the foundation on which this strategic plan is built and from which the community building process begins.

Methodology

The Richland County Health Department, Communities In Action, and AmeriCorps*VISTA, with guidance from the Communities In Action Steering Committee, came together to assess the community in a variety of ways. The methods of assessment include: the MAPP program (Mobilizing through Planning and Partnership), community surveys, forums, community voting, as well as many other tools. The goals that are outlined in the following section are the result of this 3 year process. The goals were initially developed by the Communities In Action Steering Committee after analyzing interviews with local organizations on their current practices to address the issues outlined in the *Richland County Quality of Life Profile*. The developed goals were then put to a community vote by residents in Sidney, Savage, Fairview and Lambert to rank which of the goals were of greatest importance to them. The top ranking goals from each category are the first to be addressed in this strategic plan; however other goals to improve quality of life are planned to be addressed in the future.

2010 – This document has been updated to reflect the results of the 2008, 2009 and 2010 “State of the Community” County-Wide Conference as well as the work and input of several community action groups focused on Water Quality/Natural Resources, Housing, Public Safety, Physical Activity, and Youth Opportunities and Development.

Beginning in September 2010, the Strategic Plan Steering Committee conducted a rough assessment of the completeness of the action steps in this plan. Voting was done with 3 cards, red (0-24% - not started), yellow (25%-89% - in-progress), green (90%-100% - done), with members free to

abstain. The results of this voting assisted in the up-dating of the current strategic plan.

2011 - It is important to continually assess the community and identify community needs on a regular basis. A “**Community Health Improvement Plan**” (*CHIP*) was developed as way of up-dating the overall County Strategic Plan. The *CHIP* is the culmination of a year-long planning process including an analysis of quantitative health indicator data as well as qualitative information obtained from Richland County residents that lead to the identification of new and emerging health and wellness issues. Goal statements and outcome objectives have been identified and prioritized in a document the *CHIP*. The plan identified general strategic intervention steps, available resources and barriers to success. The intent of the Health Improvement Plan is assist in giving direction to the over-all County Strategic Plan and future action steps. A copy of the **Community Health Improvement Plan** is attached to this document.

The County Strategic Plan was then up-dated and measurements were assigned for each goal and objective. The format of the strategic plan was based on the model of population health improvement that drives the “**County Health Rankings**” that is published annually and can be found at www.countyrankings.org. The 2010 County Rankings can be found as an attachment to this document.

Action groups that were assigned to work on various parts of the strategic plan all impact the health of the community in a continuum of programs and policies that impact health factors that affect health outcome and ultimately impact the overall quality of life and health of Richland County. Everyone has a stake in community health. We all need to work together to find solutions and this strategic planning process provides a framework in which to work in the most effective manner. A diagram of all action groups and how they fit into the model of population health is attached to this document.

Health Behaviors

Diet and Exercise

Diet and Exercise Goal: Reduce the prevalence of obesity and overweight in Richland County.

Measure: Reduce the current rate of obesity in eastern Montana from 26.8% to 24.1% by December 2016, in accordance with Healthy People 2020 NWS-9.

Strategy One: Increase physical activity in Richland County

Attainable Goals: Reduce the percentage of people in Eastern Montana who engage in no leisure-time physical activity from 27.9% to 25.1% by 2016, in accordance with Healthy People 2020 PA-1.
 Increase participation in all local physical activity events by 10% by 2016.

<i>Objective</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Improve education <i>Measure: The number of articles about the importance of physical activity in the paper.</i>	Physical Activity Action Group Health education Action Group	- Submit health article every quarter - Health Literacy – “Ask Me 3” program	-ongoing 6/30/12	This will be presented at the 2012 Health Fair, and has been initiated by Sidney Health Center as of 3/15/2012.
Increase worksite wellness participation by 10% <i>Measure: The number of worksite wellness programs, and the percentage of employees engaging in activities</i>	NAPA Program	- Richland County Health Department and the NAPA program are working on signing on more worksites for the wellness program	6/30/12	Sidney Health Center is restarting worksite wellness and Judy Johnson (Extension Office) is working on a Strong Women, Strong Bones program that can be used for worksite wellness. High Priority. RCHD and SHC are working on a Rural Health Grant for a worksite database. Also working to share chronic disease prevention coordinator position. 3-12
Expand current services to offer more year-round work-out options *by finding ways to utilize resources and	Physical Activity Action Group	- Physical Activity action group looking at expanding walking paths, new rec center, cross country skiing,	On-going	

<p>opportunities for seasonal recreation. <i>Measure: The number of new seasonal recreational opportunities created.</i></p>		<p>snowmobile, sledding, hiking, backpacking and agate picking.</p> <p>-Developing a plan to build a Community Center with in-door pool –combine with above (same thing)</p>	<p>6/30/12</p>	<p>The physical activity action group is dispersing a rec. center survey 2-12.</p>
<p>Offer incentives for physical activity <i>Measure: A list of potential incentives to reward for increased physical activity.</i></p>	<p>Physical Activity Action Group</p> <p>Nutrition Coalition</p> <p>NAPA Program</p>	<p>-Sponsor various community activities with incentives.</p> <p>- Richland County Nutrition Coalition sends “stirring the pot” cards to recognize good health and nutrition</p> <p>- NAPA program is working on incentive for worksite wellness</p>	<p>On-going</p> <p>On-going</p> <p>7/1/10-6/30/12</p>	<p>Iron Heart, Beat the Groom, Fun Run</p>
<p>Create and maintain a county-wide Recreation Department that includes family-based activities and unites existing youth activities. <i>Measure: A Recreation Coordinator is hired and a sustainable funding source is identified.</i></p>	<p>Physical Activity Action Group</p>	<p>-Developing Partnerships</p> <p>-Grant Writing</p>	<p>6/30/12</p>	<p>A coordinator was hired for two years. The action group continues to identify funding sources to maintain the coordinator.</p>
<p>Focus on providing physical activity options for all age groups <i>Measure: A 10% increase</i></p>	<p>Physical Activity Action Group</p>	<p>- Identify funding for low income and transient youth to participate in sports.</p> <p>Check into Foundation for</p>		

<p><i>in the number of physical activity options available</i></p>	<p>Health Education Action Group</p> <p>Richland County Recreation Coordinator</p> <p>Richland County Recreation Coordinator</p> <p>Richland County Recreation Coordinator</p> <p>Richland County Recreation Coordinator, Senior Health Coalition, Health Education Action Group</p> <p>Richland County</p>	<p>Community Care and the Education Foundation.</p> <p>- Encourage provider prescriptions for exercise. - Investigate “new/different” exercise techniques (such as boot camp themes, etc.) and new times to offer options. Get people trained to teach new classes.</p> <p>-Contact service organizations to help with Physical Activity Projects</p> <p>- Approach the Senior Coalition to address issues with seniors and measure level of interest.</p> <p>- Investigate current and possible transportation options, such as the bus system bringing county residents to HealthWorks.</p> <p>- Initiate contact with</p>		<p>Investigate options for follow-up and clinical wellness project referrals.</p> <p>Strong women at the Mondak and Zumba at the masonic building (Jeanna Janeway)</p> <p>Outreach with school boards to see what type of activity/wellness programs already exist.</p> <p>Contact Jaycee’s, Lions, Women of the Moose, etc. for help with projects.</p> <p>Use the survey created by Alanna Maurais (VISTA).</p> <p>The VISTA survey indicated that seniors felt the timing for the lights on Central was too short and many sidewalks around town are uneven. High Priority.</p>
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<i>in the number of physical activity options available</i>	Recreation Coordinator, Richland County Transportation, Physical Activity Action Group Physical Activity Action Group	Public Schools and City about walking path.		Accomplished? There are some limited funds, one possibility is to add more benches with these funds. Safe Routes to School approached City about covering ditch and completing extension of the walking path, construction will begin in the Spring. (Public Works in Sidney) ongoing. Path getting lengthened spring 2012 and past the fairgrounds shortly. Longer county wide paths are being investigated.
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Strategy Two: Increase fruit and vegetable consumption in Richland County

Attainable Goals: Increase adequate consumption of fruits and vegetables in Eastern Montana from 77% to 84.7 %% by 2016

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Improving vending machine contents in schools or remove them. <i>Measure: The number of vending machines in schools and the number</i>	Richland County Nutrition Coalition	-Share vending machine policies with schools and businesses	6/30/12	The Richland County Extension (Nutrition Coalition member) will be assessing their vending contents and writing guidelines for healthy vending options that will be available for business.

<i>that contain healthy options; the number of vending machine policies in place.</i>				
Offer year-round green houses for a county food source <i>Measure: The number of available green house options.</i>	Richland County Nutrition Coalition Sidney Schools	-Identify who would have green houses available Sidney school system maybe applying for a "Farm to School" VISTA 3-12.	1/1/12 7/15/2012	
Improve nutrition education. <i>Measure: The number of nutrition articles in the newspaper or other media.</i>	Richland County Nutrition Coalition	-Health Fair -Health Works bulletin board -Sidney Herald Health Page	On-going	Focus of Nutrition Coalition messages are about teaching residents about the ease of cooking vegetable and healthy foods, even on the go.
Decrease the cost of fruits and vegetables and make them more available. <i>Measure: The number of opportunities to purchase fruits and vegetables at a lower cost.</i>	Richland County Nutrition Coalition Richland County Employees	-Tasty Fork event The community is participating in the "Bountiful Basket" program 3-12.	3/31/12 3/1/12	

Tobacco Use

Tobacco Use Goal: *Decrease the rate of tobacco use in Richland County*

Measure: *Decrease the percentage of people in Eastern Montana who use tobacco products from 20.5 % to 18.0 % by December 2016, in accordance with Healthy People 2020 TU-1.*

Decrease the percentage of high school seniors who have smoked cigarettes from 35% to 33% and the percentage who have used smokeless tobacco from 33% to 31% by December 2016, in accordance with the Montana Prevention Needs Assessment Survey.

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**Strategy One:** Decrease the number of people in Eastern Montana who use tobacco products.

**Attainable Goals:**

Decrease the percent of 18-44 year old tobacco users in Eastern Montana from 37.2% to 32.7% by 2016.

Decrease the percent of high school students who smoke regularly from 13% to 11% and middle school students from 9% to 7% by December 2016, in accordance with the Youth Risk Behavior Survey.

| <i>Objective</i>                              | <i>Who</i> | <i>Action Steps</i>                                                                                          | <i>When</i> | <i>Comments</i>                                |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------|-------------|------------------------------------------------|
| <b>Reduce youth access</b><br><i>Measure:</i> | P4P/STAND  | Youth-led Town Hall to educate community (date?)<br><br>Media campaign to educate parents and the community. |             | P4P/STAND are working on reducing youth access |

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| <p><b>Promote/support youth anti-tobacco coalitions</b><br/> <i>Measure: The number of youth coalitions and the number of members of each group.</i></p> | <p>P4P/STAND</p>      | <p>Support youth coalitions in every community</p> <p>Assist youth in tobacco prevention efforts</p> <p>Provide youth with training opportunities</p> |  | <p>P4P/STAND are working on reducing youth access<br/> CIA Club- SidneyMiddle School (25)<br/> FOR Club- Sidney High School (16)<br/> FBI Club- Savage School (17)<br/> LBBBS- (Lambert School (34)<br/> MADE Club (Fairview School) (18)<br/> CIA Club put on a tobacco prevention event in their school in March, 2011.</p> <p>Youth were given opportunity to attend the reACT Teen Summit in Helena in July, 2011- 1 from Sidney Middle School attended.</p> |
| <p><b>Reduce advertising for tobacco</b><br/> <i>Measure: The number of local tobacco advertising available.</i></p>                                     | <p>RHN/MTUPP</p>      |                                                                                                                                                       |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <p><b>Support no-smoking in bars</b><br/> <i>Measure: The number of bars that remain without smoking incidence.</i></p>                                  | <p>RHN/RCHD-MTUPP</p> |                                                                                                                                                       |  | <p>Presently there is a clean air act in Montana.</p>                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p><b>Make prescription medications available</b><br/> <i>Measure: The number of clients accessing prescription anti-tobacco medications.</i></p>        | <p>RHN</p>            |                                                                                                                                                       |  | <p>Prescriptions are available through the RCHD MTUPP program</p>                                                                                                                                                                                                                                                                                                                                                                                                |
| <p><b>Promote nicotine/ tar dependence assistance</b></p>                                                                                                | <p>RHN</p>            |                                                                                                                                                       |  | <p>This is on-going through the RCHD MTUPP program</p>                                                                                                                                                                                                                                                                                                                                                                                                           |

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| <i>Measure: The number of informational materials available to the public.</i>                                                                                |                                              |                                                  |  |                                                                                                               |
| <b>Educate about the benefits of quitting</b><br><i>Measure: The number of information newspaper articles; the number of educational materials available.</i> | RHN/RCHD-MTUPP<br>District II Alcohol & Drug | Providing MIP classes-a tobacco education course |  | This is on-going through the RCHD MTUPP program<br>Courses provided when received MIP-tobacco court referrals |

## Alcohol and Drug Use

**Alcohol and Drug Use Goal:** *Decrease the rate of drug and alcohol use in Eastern Montana.*

**Measure:** *Decrease the percent of the population that binge drinks from 19.2% to 17.3% by 2016, in accordance with Healthy People 2020 SA-14.*

*Decrease the percent of 8<sup>th</sup> graders binge drinking from 14% to 12% and high school seniors from 28% to 26% by December 2016, in accordance with the Montana Prevention Needs Assessment.*

*Decrease the rate of drug-related mortality in Richland County from 22.0 per 100,000 to 20.0 per 100,000 by 2016, in accordance with Healthy People 2020 SA-14.*

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Strategy One: Increase interventions that focus on binge drinking for 18 – 44 year olds

Attainable Goals: Decrease the percent of people 18-44 years of age in eastern Montana that binge drink from 34% to 30.6% by 2016 in accordance with Healthy People 2020 SA-14.3.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Provide a multi-purpose gathering space like a Rec Center with a library, Internet café, and a place to hold cooking, dancing and quilting classes <i>Measure: The number of non-alcohol/Drug options/activities.</i></p>	<p>Life-Long Learning and Physical Activity action groups</p>		<p>ongoing</p>	<p>New internet café in Fairview?</p>
<p>Open a book store where people can congregate <i>Measure: The creation of a “non-alcohol” gathering spot.</i></p>				
<p>Meet with lawmakers to find out where the root of the problems in the law are <i>Measure: An assessment of current laws and gaps.</i></p>				

<p>Small town teen center <i>Measure: Creation of a gathering spot for teens.</i></p>				<p>Support local organizations. Coordinate with Partnership 4 Promise</p>
<p>Support efforts of law enforcement and legal system to arrest and convict for DUI/ MIP. <i>Measure: The number of DUI/MIP arrests and convictions.</i></p>	<p>DUI Task Force STAND</p>			<p>STAND- Assist in conducting Alcohol Compliance Checks Meet regularly with law enforcement to facilitate the partnership</p>
<p>Focus on alcohol use as the underlying cause of most of the identified public safety issues. <i>Measure: An assessment of what safety issues and incidents have involved alcohol.</i></p>	<p>DUI Task Force STAND</p>			<p>STAND- Community Assessment on underage drinking completed in 2010, with continuous updating</p>
<p>Reducing alcohol availability to our youth. <i>Measure: An assessment of how youth are obtaining alcohol.</i></p>	<p>STAND</p>	<p>-Ad/Media campaign to address secondary selling as the primary way obtained. -RASS training to sellers/servers on carding & reducing secondary sales. - Work with communities to</p>	<p>4x per year</p>	<p>PSA done to reduce access in the home (a primary place obtained) Community Assessment on underage drinking completed in 2010, with continuous updating. Showed primary source is people they know over 21, the home with or without parental permission, and parties. Fair Board, Jaycees, Sidney, Lambert, and</p>

		<p>enact policies/strategies to reduce access at special events.</p> <p>-Pass Social Host Ordinances</p> <p>Count it, Lock it, Talk it campaign to address access in the home.</p> <p>Youth-led town hall meeting to educate the community.</p> <p>National Prevention Week-raise community awareness/educate</p> <p>Neighborhood Watch Program/Crimestoppers-increase reporting of underage drinking/parties</p> <p><u>Website and facebook pages to educate and inform.</u></p> <p><u>Parenting classes/ Parent Café to educate parents and help those at risk reduce related behaviors, and create family stability.</u></p> <p><u>Red Ribbon Week- Nov</u></p>	<p>Fairview have taken steps during their events to reduce youth access, and we look to improve each year.</p> <p>CIA Club</p> <p>April 26, 2012</p> <p>Week of May 21st</p> <p><u>Working to have a coordinated county-wide celebration with a united message of support for our youth.</u></p>
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<p>Reducing alcohol availability to our youth. <i>Measure: An assessment of how youth are obtaining alcohol.</i></p>	<p>STAND</p>		<p>4x per year</p>	
<p>Provide Pro-social support and increase protective factors in the community to reduce underage drinking.</p>	<p>STAND</p> <p>Family Resource Center</p>	<p>Youth leadership skill-building.</p> <p>Youth coalitions in each community to allow for youth involvement and empowerment.</p> <p>Partnering with the faith community as a protective factor.</p> <p>Partnering with the business community as a protective factor.</p> <p>Parenting classes/ Parent Café- increase family support as a protective factor.</p> <p>Social Norms campaign aimed at countering the perception that alcohol use by youth is normal.</p> <p>Neighborhood Watch- youth</p>		<p><u>Workshops conducted.</u></p> <p>CIA Club- Sidney Middle School (25) FOR Club- Sidney High School (16) FBI Club- Savage School (17) LBBBS- (Lambert School (34) MADE Club (Fairview School) (18)</p>

		<p>involvement to increase neighborhood attachment as a protective factor.</p> <p>Partner with Boys and Girls Club.</p> <p>Support youth in providing drug-free activities.</p> <p>Youth Community Champions to recognize those making positive choices</p> <p>Anti-bullying/peer pressure campaigns since both often result in substance abuse.</p>	4 X per year	FBI Club
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Strategy Two: Reduce drug use in Richland County.

Attainable Goals: Decrease drug-related mortality rate in Richland County from 22.0 per 100,000 to 19.8 per 100,000 by 2016 in accordance with Healthy People 2020 SA-12.

Reduce marijuana use in high school seniors from 31% to 29% by December 2016, in accordance with the Montana Prevention Needs Assessment.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Inventory current practices/efforts to address drug use.	Life-Long Learning action group STAND			Completed a Community Assessment in

<i>Measure: Assessment of current interventions.</i>				2010 with continuous updating
Identify what drugs (used recreationally) are popular in the area. <i>Measure: List of popular drugs.</i>	STAND	Use multiple points of data from the YRBS, PNA, law enforcement, treatment, focus groups, and key interviews		Top 3 drugs of choice for youth are alcohol, tobacco and marijuana. Inhalants are on the rise in 4 th .
Identify where/how users are obtaining drugs. <i>Measure: An assessment of where drugs are distributed.</i>	STAND District II Alcohol & Drug	Use multiple points of data from the YRBS, PNA, law enforcement, treatment, focus groups, and key interviews Counselors obtain during client interview		Youth obtain most drugs from someone they know over the age of 21. The 2 nd most common source is the home with or without parental permission. The 3 rd most common source is at a party.
Reducing drug availability to our youth.	STAND	Media campaign informing parents and community about drugs/trends and what to look for Youth-led town hall meeting to educate the community. National Prevention Week-raise community awareness/educate		

		<p>National Prevention Week- raise community awareness/educate</p> <p>Tear down abandoned buildings used for drugs</p> <p><u>Research and share training opportunities with law enforcement, health care, and community.</u></p> <p><u>Social Norms campaign aimed at countering the perception that drug use by youth is normal.</u></p> <p><u>Parenting classes/ Parent Café to educate parents and help those at risk reduce related behaviors, and create family stability.</u></p> <p><u>Red Ribbon Week- Nov</u></p>		<p>Sidney- City Code Title 8, Chapter 3</p> <p>Both in the community and the with the youth.</p> <p><u>Working to have a coordinated county-wide celebration with a united message of support for our youth.</u></p>
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Unsafe Sex ~

Unsafe Sex Goal: *Increase the number of sexually active residents practicing safe sex in Richland County.*

Measure: *Decrease the Chlamydia rate from 151 per 100,000 to 136 per 100,000 population, in accordance with Healthy People 2020 STD-1.*

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Assess the accessibility of family planning options in Richland County. <i>Measure: An assessment of accessibility.</i>	RCHD - Youth Programming Team			

Injury Prevention

Injury Prevention Goal: *Decrease preventable injury.*

Measure: *Decrease unintentional injury death rate in Richland County from 83.5 per 100,000 to 75.2 per 100,000 by 2016, in accordance with Healthy People 2020 IVP-11.*

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**Strategy One:** Decrease motor vehicle accident rate.

**Attainable Goals:** Decrease unintentional motor vehicle death rate in Richland County from 37.4 per 100,000 to 33.7 per 100,000 by 2016 in accordance with Healthy People 2020 IVP-13.1.

| <i>Objectives</i>                                                                                                                                                     | <i>Who</i>                                 | <i>Action Steps</i>                                                                                                          | <i>When</i>    | <i>Comments</i>                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------|--------------------------------------------------------------------------------------------------|
| <p><b>Promote safe driving habits.</b></p> <p><i>Measure: The number of presentations made to driving classes and at school educating on safe driving habits.</i></p> | Injury Prevention Coalition                | Media                                                                                                                        | Ongoing        |                                                                                                  |
|                                                                                                                                                                       | County Injury Prevention Specialist - RCHD | Distributed (Room to Live –cards for all 4-H leaders to distribute to members and video’s to FFA leaders to show to members) | September 2011 |                                                                                                  |
|                                                                                                                                                                       |                                            | Sports Policy                                                                                                                |                |                                                                                                  |
|                                                                                                                                                                       |                                            | Seat belt presentation at two winter awareness seminars                                                                      | December 2011  | Asked that a seat belt reminder be added to sports programs and announced at end of games        |
|                                                                                                                                                                       | County Injury Prevention Specialist - RCHD | Driving Statistic Pamphlet                                                                                                   |                | November 2011<br>December 2011                                                                   |
|                                                                                                                                                                       | County Injury Prevention Specialist - RCHD | Distributed “Winter Driving” Posters                                                                                         | 2011           | A pamphlet was developed to educate on seat belt usage and statistics                            |
|                                                                                                                                                                       |                                            | News Article on CDL Laws                                                                                                     | 2-2012         |                                                                                                  |
|                                                                                                                                                                       | Injury Prevention Coalition                | A component of the Prime for Life DUI intervention program                                                                   |                | In collaboration with MT DOT an article was written to educate on the differences with CDL laws. |

|                                                                                                                                                            |                                                                                          |                                                                                                                                                                             |                               |                                                                                                                                                 |
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|                                                                                                                                                            | District II Alcohol & Drug Program                                                       |                                                                                                                                                                             | Monthly                       |                                                                                                                                                 |
| <b>Educate parents, school staff.</b><br><i>Measure: The number of educational materials distributed.</i>                                                  | Injury Prevention Coalition<br><br>County Injury Prevention Specialist - RCHD            | Media – Social Networks<br><br>Richland County School Activity Directors                                                                                                    | On Going<br><br>December 2011 | News Articles, Update RCHD web-site monthly & Facebook Posts<br><br>Implement Seat Belt Policy on Sports Programs. All Schools contacted        |
| <b>Increase enforcement of truck routes.</b><br><i>Measure: The establishment of a system of consequences for not using the truck route appropriately.</i> |                                                                                          |                                                                                                                                                                             |                               | It was noted that the present Truck Route was originally for farm equipment and not intended for the truck traffic brought in by the “Oil Boom” |
| <b>Reexamine design of roads.</b><br><i>Measure: An assessment of the safety of the current infrastructure.</i>                                            | MT DOT<br><br>Sheriff’s Department, county commissioners and MT DOT<br><br>Ray Trumpower | Central Avenue went to 3-lane with turning center lane<br><br>Traffic light on Holly Street near Law Enforcement building suggested<br>Requested for stop light in Fairview | Summer 2011<br><br>July 2011  | Light was installed on Holly & Central (busy intersection)<br><br>Did not go further than a comment in a news column                            |

|                                                                                                                                                 |                                         |                                                             |                           |                                                                                                                                                     |
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|                                                                                                                                                 |                                         |                                                             | November 2011             | MT DOT looking into creating a 3-lane for Fairview similar to the one done in Sidney the summer of 2011<br>The 4 lane will remain in Fairview 3/12. |
| <b>Enforce a decrease in cell phone use while driving.</b><br><i>Measure: The establishment of a system if consequences for cell phone use.</i> | NTSB<br><br>Injury Prevention Coalition | New Article<br><br>Teen Pamphlet on Teen Driving Statistics | December 2011<br><br>2011 | Strong recommendation to ban all types of cell phone usage nationwide<br><br>A teen pamphlet was put together to distribute a community programs    |

**Strategy Two:** Promote education on alcohol-related motor vehicle injury prevention.

**Attainable Goals:** Decrease the percentage of alcohol-related motor vehicle crashes in Richland County from 10% to 9% by 2016, in accordance with Healthy People 2020 SA-20.

| <i>Objectives</i>                                                                                                                                                                                                               | <i>Who</i>                                     | <i>Action Steps</i>                                     | <i>When</i>                      | <i>Comments</i>                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|---------------------------------------------------------|----------------------------------|-------------------------------------------------------------------------|
| <b>Implement DUI Task Force workplan, including</b> <ul style="list-style-type: none"> <li>• <b>Doc's n' Cops</b></li> <li>• <b>SBIRT</b></li> </ul> <i>Measure: The number of community members trained in these programs.</i> | Injury Prevention Coalition and RHN<br><br>SHC | SBIRT Training<br><br>Hosting additional SBIRT training | August 2011<br><br>December 2011 | This is a sustainable program- has been adopted by Sidney Health Center |
| <b>Increase school</b>                                                                                                                                                                                                          | P4P/STAND and local                            | Distributed Red                                         | October 2011                     | Mary helped hand out ribbons at Fairview                                |

|                                                                                                                                                                                                                                           |                                                                                                               |                                                                                                                         |                                                                                                                    |                                                                                                      |
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| <p><b>involvement in injury prevention.</b><br/><i>Measure: The number of schools hosting injury prevention programs/events.</i></p>                                                                                                      | <p>school Drivers Education Programs</p>                                                                      | <p>Ribbons in Fairview School for Red Ribbon Week</p> <p>Drivers education Classes review injury prevention issues.</p> | <p>Fall 2011 and Spring 2012</p>                                                                                   |                                                                                                      |
| <p><b>Promote/provide transport during high consumption events-plant the idea that consumers should not drive</b><br/><i>Measure: The number of events where rides are available; the number of residents utilizing this service.</i></p> | <p>DUI Task Force &amp; Richl and County Transportation</p> <p>County Injury Prevention Specialist - RCHD</p> | <p>Free Bus Rides</p> <p>Media</p>                                                                                      | <p>Centennial Celebration – County Fair &amp; Other Large Events</p> <p>Week between Christmas &amp; New Years</p> | <p>82 rides for the Centennial<br/>68 ride for the RC fair</p> <p>“Plan Your Ride” Advertisement</p> |
| <p><b>Add DUI information into driver’s education curriculum; have this taught by officers.</b><br/><i>Measure: The establishment of a DUI curriculum.</i></p>                                                                            | <p>Injury Prevention coalition and county school district drivers education teachers</p>                      |                                                                                                                         |                                                                                                                    |                                                                                                      |

**Strategy Three:** Increase seat belt and car seat usage.

**Attainable Goals:** Increase the percent of people in Eastern Montana that always/nearly always wear a seat belt from 83.1% to 91.4% by 2016 in accordance with Healthy People 2020 IVP-15.



| <i>Objectives</i>                                                                                         | <i>Who</i>                                 | <i>Action Steps</i>                                                                         | <i>When</i>                               | <i>Comments</i>                               |
|-----------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------|
| <b>Educate parents, school staff.</b><br><i>Measure: The number of educational materials distributed.</i> | RCHD - Family Planning                     | Asked they inquire and promote seat belt use to clients                                     | 9/2011                                    |                                               |
|                                                                                                           | County Injury Prevention Specialist - RCHD | Ask Athletic Directors if they would ask fans to wear their seat belt when leaving the game | 2011-2012 School Year and continue policy | Fairview, Lambert, Savage, Sidney Implemented |
|                                                                                                           |                                            | Athlete Policy - Coaches educate their athletes to buckle up                                | 2011-20112 School Year                    | Fairview, Lambert, Savage, Sidney Implemented |
|                                                                                                           | County Injury Prevention Specialist - RCHD | Emily Schaff wants to present a program on Seat Belt Safety to fellow students              | 2011-2012 School Year                     |                                               |
|                                                                                                           | School Program                             | Distribute Seat Belt Posters made by students                                               | By Spring of 2012                         |                                               |
|                                                                                                           | Family Resource Center                     | Handing out brochures at Parenting Classes                                                  | 5x per year                               |                                               |

|                                                                                                                |                                                                                 |                                                                                              |                         |                                                                                |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------|--------------------------------------------------------------------------------|
|                                                                                                                |                                                                                 |                                                                                              |                         |                                                                                |
| <b>Develop public policy/laws.</b><br><i>Measure: The establishment of seat belt policies.</i>                 | State of Montana                                                                | New State Law for child restraint seats                                                      | July 1 <sup>st</sup>    | Still need to educate law enforcement on how to give citations for infractions |
|                                                                                                                | County Injury Prevention Specialist - RCHD                                      | Implement county wide "specific" seat belt policy                                            | October 4 <sup>th</sup> | Approached RC Safety Committee and the County Commissioners                    |
|                                                                                                                | National Weather Service and Richland County DES                                | Implemented seat belt encouragement slide on their annual "Winter Weather Survival" workshop | 11/29/2011              |                                                                                |
|                                                                                                                | RC Winter Weather Preparedness                                                  | Shop Power Point on Seat Belt Usage                                                          | 12-2012                 |                                                                                |
| <b>Promote and support RCHD- Car Seat Program.</b><br><i>Measure: The number of car seat checks performed.</i> | Richland County Car Seat technician / safe kids-safe communities project – RCHD | Car Seat Check-points                                                                        | Kid Carnival 9-11       |                                                                                |
|                                                                                                                | Family Resource Center                                                          | Inform parents on dates/time of                                                              | 5x per year             |                                                                                |

|                                                                                                                                                                                           |                                    |                                     |              |                                                                                     |
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|                                                                                                                                                                                           |                                    | program at Parenting Classes        |              |                                                                                     |
| <b>Facilitate talks about seat belts, etc. with law enforcement and EMS.</b><br><i>Measure: The number of meetings with law enforcement and EMS and the attendance at these meetings.</i> | MT Highway Patrol - Colonel Tooley | Wrote letter to all Law Enforcement | October 2011 | To encourage them develop/implement & enforce department policy on seat-belt usage. |

**Strategy Four:** Increase bicycle and pedestrian safety.

**Attainable Goals:** Decrease the non-motor vehicle injury rate in Richland County from 77 per 100,000 to 69.3 per 100,000 by 2016 in accordance with Healthy People 2020 IVP-20 and IVP-18.

| <i>Objectives</i>                                                                                                        | <i>Who</i> | <i>Action Steps</i>                                               | <i>When</i> | <i>Comments</i> |
|--------------------------------------------------------------------------------------------------------------------------|------------|-------------------------------------------------------------------|-------------|-----------------|
| <b>Create a sustainable helmet use incentive program.</b><br><i>Measure: The establishment of a sustainable program.</i> |            |                                                                   |             |                 |
| <b>Extend sidewalks/bike path city and county wide p</b>                                                                 |            | Investigate the use of funding from former irrigation project and |             |                 |

|                                                                                                                                                                                  |  |                                                                              |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------|--|--|
| <p><b>possibly using existing drainage system.</b><br/> <i>Measure: An assessment of the current infrastructure and the feasibility of constructing new sidewalks/paths.</i></p> |  | <p>also potential community block grants (CTEP) for bike path extension.</p> |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------|--|--|

**Strategy Four:** Promote farm safety.

**Attainable Goals:** Decrease the work-related injury rate in Eastern Montana from 53 per 100,000 to 47.7 per 100,000 by 2016.

| <i>Objectives</i>                                                                                                                          | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|-------------|-----------------|
| <p><b>Assess the root causes of work-related injury in Richland County.</b><br/> <i>Measure: An assessment of work-related injury.</i></p> |            |                     |             |                 |

## Clinical Care:

Quality of Care ~

**Quality of Care Goal One:** *Decrease morbidity/mortality due to chronic disease in Richland County.*

**Measure:** *Decrease the heart disease death rate in Richland County from 224.2/100,000 to 179.4/100,000 by 2016, in accordance with Healthy People 2020 HDS-2.*

*Decrease the prevalence of diabetes in Eastern Montana from 7.7% to 6.9% by 2016 in accordance with Healthy People 2020 D-1.*

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Strategy One: Promote the appropriate use of prescription drugs, in accordance with National Prevention Strategy: Preventing Drug Abuse and Excessive Alcohol Use-4.

Attainable Goals: Increase patient involvement in obtaining the correct prescription drugs.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Increase education efforts <i>Measure: The number of presentations given to seniors centers; the number of education materials available.</i></p>	RHN			
<p>Develop proactive programs through MD offices, nurses and pharmacists, to show patients the benefits of taking all of their prescriptions. <i>Measure: The number of providers participating in the</i></p>	RHN			

<i>program; the number of patients reached.</i>				
Promote proper medication disposal. <i>Measure: Assess available options and develop a sustainable disposal.</i>	Health Education Action Group	Assess current options for drug disposal Gather community support for permanent drug disposal Apply for DOJ grant Set up, advertise and maintain drug disposal box	July 2012	
Promote medication assistance program. <i>Measure: The number of educational material distributed.</i>	SHC/RHN			
Create an alert system for drug seekers who are doctor-hopping <i>Measure: The creation of a sustainable system.</i>				
Explore alternative methods for dealing with pain <i>Measure: The number of drug- and alcohol-free local options.</i>	RHN			We can write articles on injury prevention by using physical activity or support those who can write those articles Investigating WRAP training
Develop an				Algorithm has been developed but not

algorithm for referral for patient to seek assistance. <i>Measure: The creation and distribution of an algorithm.</i>	Health Education Action Group			made public yet.
Assess the feasibility of the Health Share Montana program. <i>Measure: An assessment of the program and how it fits the current need.</i>		Determine how to reach non-residents Develop cards for the health fair Post fliers at local employers		

Quality of Care Goal Two: *Increase the number of healthy pregnancies in Richland County.*

Measure: *Decrease the percent of mothers in Richland County that smoke during pregnancy from 23% to 20.7% by 2016, in accordance with Healthy People 2020 MICH-11.3.*

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**Strategy One:** Decrease the use of tobacco products during pregnancy.

**Attainable Goals:** Decrease the percent of mothers in Richland County that smoke during pregnancy from 23% to 20.7% by 2016, in accordance with Healthy People 2020 MICH-11.3.

| <i>Objectives</i>                                                    | <i>Who</i>     | <i>Action Steps</i> | <i>When</i> | <i>Comments</i>                    |
|----------------------------------------------------------------------|----------------|---------------------|-------------|------------------------------------|
| <b>Increase education about the benefits and methods of quitting</b> | RHN/RCHD-MTUPP |                     |             | This is ongoing through RCHD/MTUPP |

|                                                                                                                                          |                |  |  |                                    |
|------------------------------------------------------------------------------------------------------------------------------------------|----------------|--|--|------------------------------------|
| <i>Measure: The number of educational materials distributed.</i>                                                                         |                |  |  |                                    |
| <b>Increase referrals to QuitLine</b><br><i>Measure: The number of new residents utilizing the system.</i>                               | RHN/RCHD-MTUPP |  |  | This is ongoing through RCHD/MTUPP |
| <b>Improve encouragement to quit by medical providers</b><br><i>Measure: The number of providers encouraging pregnant women to quit.</i> | RHN/RCHD-MTUPP |  |  | This is ongoing through RCHD/MTUPP |

## Access to Care ~

**Access to Care Goal One:** *Decrease morbidity/mortality due to chronic disease in Richland County.*

**Measure:** *Decrease the heart disease death rate in Richland County from 224.2/100,000 to 179.4/100,000 by 2016, in accordance with Healthy People 2020 HDS-2.*

*Decrease the prevalence of diabetes in Eastern Montana from 7.7% to 6.9% by 2016, in accordance with Healthy People 2020 D-1.*

*Decrease the mortality rate due to all cancers from 213.2 per 100,000 to 191.9 per 100,000 by 2016, in accordance with Healthy People 2020 C-1.*

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Strategy One: Increase the number of people utilizing preventative screening tests, (i.e pap, colonoscopy, etc.)

Attainable Goals: Increase overall screening rates in Eastern Montana to be at or above the Montana rates by 2016.

Increase the percent of people in eastern Montana receiving colonoscopies from 44.8% to 58.2% by 2016, in accordance with Healthy People 2020.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Develop a comprehensive marketing campaign to promote screenings (cancer, blood draws, following up with a physician, regular check-ups) <i>Measure: The number of promotional materials distributed.</i></p>	RHN	<p>Included are:</p> <ul style="list-style-type: none"> • Educate about facts vs. myths about screening tests • Promote the benefits of getting screened, ex. Through testimonials • Promote “virtual” colonoscopy 		Sidney Health Center currently has and promotes the virtual colonoscopy
<p>Find funding sources for colonoscopies, similar to the MT Breast and Cervical Program <i>Measure: A list of sustainable funding sources.</i></p>	RHN RCHD-Cancer Control			
<p>Develop comprehensive worksite wellness programs. <i>Measure: An assessment of feasible wellness benefits.</i></p>	RHN RCHD-Cancer Control			

<p>Offer providers a checklist for recommended screenings for certain age groups to hand out to patients <i>Measure: The number of checklists distributed by participating providers.</i></p>	<p>RHN RCHD-Cancer Control</p>			<p>Cancer screening checklist was available at the Health Fair.</p>
<p>Promote screening fairs/ clinics <i>Measure: The number of screening fairs held and the attendance at these events.</i></p>	<p>RHN RCHD-Cancer Control</p>			
<p>Investigate how to combat the “cowboy/girl” mentality <i>Measure: An assessment of the root causes of this mentality.</i></p>				

Access to Care Goal Two: *Increase the number of healthy pregnancies in Richland County*

Measure: *Increase the percent of pregnant women in Richland County that receive care in the first trimester from 56% to 66%, in accordance with Healthy People 2020 MICH-10.1, and the percent that receive adequate care from 74% to 81.4% by 2016, in accordance with Healthy People 2020 MCH-10.2.*

Strategy One: Increase the number of women seeking care in their first trimester.

Attainable Goals: *Increase the percent of pregnant women in Richland County that receive care in the first trimester from 56% to 66%, in accordance with Healthy People 2020 MICH-10.1, and the percent that receive adequate care from 74% to 81.4% by 2016, in accordance with Healthy People 2020-10.2.*

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
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<p>Provide free initial prenatal exams <i>Measures: The number of women seeking prenatal exams at free facilities.</i></p>	RHN/RCHD			
<p>Provide education about needed care and confidentiality <i>Measures: The number of educational materials distributed.</i></p>	RHN/RCHD			
<p>Provide confidential pregnancy testing <i>Measure: The number of confidential tests performed.</i></p>	RHN/RCHD			The Family Planning program at the Richland County Health Department provides free and confidential pregnancy testing
<p>Clarify recommendations for 1st trimester care <i>Measure: A concrete list of 1st trimester care recommendations.</i></p>	RHN/RCHD			
<p>Increase education through all media outlets and schools <i>Measure: The number of educational materials distributed/available.</i></p>	RHN/RCHD			The Youth Programming Team from the Richland County Health Department has put together pregnancy resource guides for pregnant students are county schools
<p>Consolidate resources in one place <i>Measure: The establishment of a “one-stop-shop”</i></p>	RHN/RCHD/ Sunrise Pregnancy Center			

for healthy pregnancy information, and a sustainable system to keep information updated.				
Improve access to health care programs <i>Measure: Development of a referral algorithm.</i>	RHN/RCHD			
Mentor women through the process of health care during pregnancy and health insurance issues <i>Measure: The establishment of a mentor -moms group.</i>	RHN/RCHD			
Promote current support groups and create new ones as needed <i>Measure: An assessment of the current need for support groups and the establishment of new groups.</i>	RHN/RCHD			
Provide education about current programs for insurance, ex. Low income medical assistance/CHIPS <i>Measure: The number of educational materials distributed/available.</i>	RHN/RCHD			
Promote the Richland	RHN			

County Transportation Service <i>Measure: The number of new clients.</i>				
Increase publicity on public assistance <i>Measure: The number of promotional materials displayed.</i>	RHN/RCHD/OPA			Office of Public Assistance can increase publicity on the services provided and their contact number

Social and Economic Factors:

Education, Employment, and Income

Education, Employment and Income Goal One: Increase life-long learning in Richland County.

Measure: *Increase the number of learning opportunities in Richland County by at least 10 events per year.*

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**Strategy One:** Increase opportunities for life-long learning, in accordance with Healthy People 2020 Foundation Health Measures- Determinants of Health, and National Prevention Strategy: Empowered People-4.

**Attainable Goals:** *Increase the number of learning opportunities in Richland County by at least 10 events per year.*

| <i>Objectives</i> | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|-------------------|------------|---------------------|-------------|-----------------|
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| <p><b>Develop and maintain a resource life of all life-long learning opportunities in Richland County.</b><br/> <i>Measure: A workable list of opportunities.</i></p> |  | <p>Develop and maintain a wiki website which will serve as a virtual life-long learning center, providing information and support to individuals, businesses and providers.</p> |  |  |
| <p><b>Support the development of a “life-long learning” center.</b><br/> <i>Measure: A life-long learning center.</i></p>                                             |  |                                                                                                                                                                                 |  |  |
| <p><b>Increase accessibility to life-long learning opportunities.</b><br/> <i>Measure: The establishment of an easy-to-use public database of events.</i></p>         |  |                                                                                                                                                                                 |  |  |

**Strategy Two:** Decrease the risk factors that create high school drop-outs.

**Attainable Goals:** Decrease the high school drop-out rate from X to X by 2016.

| <i>Objectives</i>         | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|---------------------------|------------|---------------------|-------------|-----------------|
| Identify the risk factors |            |                     |             |                 |

|                                                                                                                                                                                                                             |  |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| <p><b>that promote drop-out.</b><br/> <i>Measure: A list of factors that influence a student's decision to drop out.</i></p>                                                                                                |  |  |  |  |
| <p><b>Determine the high school drop-out rate.</b><br/> <b>Measure: A report of the number of high school drop-out students based on a community assessment.</b></p>                                                        |  |  |  |  |
| <p><b>Create mentoring/educational programs.</b><br/> <i>Measure: The creation of a sustainable network of mentors.</i></p>                                                                                                 |  |  |  |  |
| <p><b>Utilize law enforcement, judicial courts, and public assistance to decrease drop-out rates.</b><br/> <i>Measure: The number of training provided to police about juvenile crimes and how to identify truancy.</i></p> |  |  |  |  |

## Family and Social Support ~

**Family and Social Support Goal One:** \_Decrease suicide rates in Richland County.

**Measure:** *Decrease suicide rates from 19.8 per 100,000 to 17.8 per 100,000 by 2016, in accordance with Healthy*

People 2020 MHMD-1.

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Strategy One: Increase opportunities for stress relief.

Attainable Goals: Increase the number of local drug- and alcohol-free recreational activities by 10 activities by 2016, in accordance with National Prevention Strategy: Empowered People-2.

Increase participation in local drug- and alcohol-free recreational activities by 10% by 2016, in accordance with National Prevention Strategy: Empowered People-2.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Educate people regarding PTSD <i>Measure: The number of newspaper articles published and presentations given regarding PTSD.</i></p>	LAC			
<p>Educate about emotional health to expose what is available to lessen stigma of “mental health” <i>Measure: The number of newspaper articles published and presentations given regarding mental health.</i></p>	LAC			Approximately 90 community members will be trained in Mental Health First Aid by May 2012

<p>Make list of providers available publicly <i>Measure: A list of available mental health providers distributed.</i></p>	LAC			
<p>Support youth coalitions in addressing bullying issues. <i>Measure: A yearly Rachel's Challenge event.</i></p>	P4P/STAND	<p>No Name-Calling Week in Savage School.</p> <p>Your Week to Shine campaign in Savage.</p>		All the youth coalitions are supported in addressing this issue as they see a need- being addressed by FBI Club
<p>Support and encourage participation in school programs, sports and other hobbies <i>Measure: The number of students participating in leisure-time activities.</i></p>	P4P/STAND	Participate in the school's Club Day to encourage student involvement.		
<p>Promote faith-based activities <i>Measure: The number of faith-based activities available and advertised in the newspaper.</i></p>	LAC			
<p>Educate about time management <i>Measure: The number of presentations and newspaper articles regarding time management given or</i></p>	Richland County Extension			

<i>published.</i>				
Promote and support a consistent variety of activities- dancing, cooking classes, quilting <i>Measure: The number of local activities available.</i>	LLL Action Group Physical activity action group			

Strategy Two: Decrease suicide rates.

Attainable Goals: Decrease the rate of suicides in Richland County from 19.8 per 100,000 to 17.8 per 100,000 by 2016, in accordance with Healthy People 2020 MHMD-1.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Increase resources dedicated to the subject <i>Measure: Identification of a sustainable funding and personnel source.</i>	LAC			
Educate/campaign to attempt interventions that produce a cultural change <i>Measure: A list of best-practices; the number of educational materials available/distributed.</i>	LAC			Approximately 90 community members will be trained in Mental Health First Aid by May 2012- informing community members and promoting open discussion of emotional distress/disorders will work to lessen stigma
Partner with churches and senior citizens to get more	LAC			

information out <i>Measure: The number of educational materials distributed to the senior and faith-based communities.</i>				
Promote positive aspects of mental health treatment <i>Measure: The number of articles published promoting the positive aspects of mental health treatment.</i>	LAC			Approximately 90 community members will be trained in Mental Health First Aid by May 2012- teaches about the positive aspects of treatment
Offer additional recreational activities (indoors) where alcohol is not served <i>Measure: The number of local drug- and alcohol-free activities available.</i>				
Educate on early recognition and intervention <i>Measure: The number of community members trained in Mental Health First Aid.</i>	LAC/RCHD-DUI Task Force District II Alcohol & Drug Program	QP&R and ASSIST training in suicide intervention, and a component of the RASS training for those who sell and serve alcohol is on suicide.		SBIRT training has been adopted by Sidney Health Center Mental Health First Aid is an early intervention
Recognize a need for a grief support group <i>Measure: The number of grief support groups established.</i>	LAC STAND	Support the youth in providing drug-free activities		

Community Safety ~

Community Safety Goal One: Decrease the rate of criminal, sexual and domestic offenses in Richland County.

Measure: *Decrease the 3-year rate of sex offenses from 89.6 per 100,000 to 70 per 100,000 by 2016. Decrease the 3-year rate of family offenses from 113.7 per 100,000 to 102.3 per 100,000 by 2016, in accordance with Healthy People 2020 IVP-38. Decrease the rate of partner-family member assault in Richland County from 416.9 per 100,000 to 400.0 per 100,000 by 2016.*

Strategy One: Decrease the 3-year rate of sex offenses.

Attainable Goals: Decrease the 3-year rate of sex offenses from 89.6 per 100,000 to 70 per 100,000 by 2016.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Provide educational opportunities for free in churches and schools <i>Measure: The number of faith- and school-based education opportunities.</i>				Injury Prevention group sponsored a community safety workshop in January 2012
Have legal ramification and a sex offender program <i>Measure: The number of sex offences prosecuted; the establishment of a treatment program.</i>				

Research further to identify the root cause(s) <i>Measure: An assessment of the root causes of sexual offenses.</i>				

Strategy Two: Decrease the 3-year rate of family offenses.

Attainable Goals: Decrease the 3-year rate of family offenses from 113.7 per 100,000 to 102.3 per 100,000 by 2016, in accordance with Healthy People 2020 IVP-38. .

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Inform the public of centralized intake number and educate on the appropriate use <i>Measure: The number of media materials containing the intake number and its appropriate use.</i>				
Improve consistency for child support payments, including: centralize place where payments are made; adjusting child support based on income; accountability/tracking of how child support payments are used; repercussions for failure to pay				

<i>Measure: The establishment of guidelines for consistent family support.</i>				
Educate people about free legal services that may be available and assistance with parenting plans <i>Measure: The number of educational materials distributed; the number of informational media publishing.</i>		Montana Legal Services/OPA/LAC		
Educate on the laws and rights of both parties <i>Measure: The establishment of an educational curriculum.</i>		Montana Legal Services/OPA		
Institute mandatory community service and education for offenders <i>Measure: The establishment of a policy mandating community service and education for offenders.</i>		Montana Legal Services/OPA		
Research the issue further to identify root cause(s) <i>Measure: An assessment of the root causes of family offenses.</i>				

Strategy Three: Decrease the prevalence of partner-family member assault.

Attainable Goals: Decrease the rate of partner-family member assault in Richland County from 416.9 per 100,000 to 400.0 per 100,000 by 2016.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Empower victims <i>Measure: The establishment of a sustainable victim empowerment program.</i></p>				
<p>Educate to combat misconceptions about domestic violence <i>Measure: The number of educational materials and newspaper articles published and distributed.</i></p>		Increase the number of volunteer advocates for RCCADV to strengthen advocacy in response.		
<p>Provide more resource to identify who offenders are- locals, new people, transients- to legitimize the statistics and identify other contributing factors <i>Measure: An assessment of the root causes of the high rate of offenses.</i></p>				

<p>Offer counseling for young couples <i>Measure: The number of counseling opportunities available for young couples.</i></p>	<p>LAC/religious organizations</p>			
<p>Promote reporting of abuse and it's use community wide <i>Measure: The number of educational materials and newspaper articles published and distributed.</i></p>				
<p>Institute mandatory programs for offenders <i>Measure: The establishment and utilization of a treatment program for offenders.</i></p>				
<p>Strengthen the family resource center <i>Measure: The number of residents utilizing the center.</i></p>	<p>Family Resource Center</p>			
<p>Improve public awareness of reporting procedures <i>Measure: The number of media campaigns creating awareness of reporting procedures.</i></p>				

<p>Implement a county-wide reporting/tracking system for domestic violence situations.* <i>Measure: The establishment of a sustainable tracking system.</i></p>				
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Strategy Four: Improve communication between the community and law enforcement on how to report and follow-up on suspicious behavior.

Attainable Goals: Increase the number of agencies participating in the coalition.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Approach Richland County Law Enforcement to find out if they have the capacity and what their current practices are. <i>Measure: An assessment of current practices.</i></p>	STAND	Meet regularly with law enforcement		Community Assessment conducted in 2010 with continuous updating.
<p>Research how other communities address this issue. <i>Measure: An assessment of best-practices.</i></p>				
<p>Contact communities about giving crime detection sessions. <i>Measure: The number of</i></p>				

<i>crime-detection presentations.</i>				
Develop written material about crime reporting for public distribution. <i>Measure: The number of materials distributed.</i>				
Develop Public Service Announcements about contacting law enforcement. <i>Measure: The number of PSA's developed and played on local radio stations.</i>				
Implement Neighborhood Watch Program <i>Measure: The number of signs posted.</i>	RSVP, STAND	Community meetings Media campaign Neighborhood support Coordinations with local law enforcement Signs and decals on homes Train participants Identify a coordinator and block captains		Being implemented in Sidney and Fairview
Develop neighborhood watch curriculum for kids and teach at BGC. <i>Measure: The</i>				

establishment of a curriculum at BGC.				
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Strategy Five: Improve public emergency preparedness.

Attainable Goals: Increase basic emergency preparedness knowledge by 10%.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Educate the public about what emergency preparedness is and what they can/should be doing. <i>Measure: The number of presentations and newspaper articles.</i></p>	DES	Fair booth Ag Days Booth Health Fair Booth Winter Weather Awareness workshops (2) SkyWarn Weather Spotter Class	2010 & 2011 2011 & 2012 2010 & 2011 2011 2010 & 2011	
<p>Continue to give out checklists to area businesses. <i>Measure: The number of checklists distributed.</i></p>				
<p>Work with service providers to develop plans for high risk populations (including child care providers). <i>Measure: The number of plans developed.</i></p>	DES	Reviewed Emergency Action Plans for Day Care Association Provided all Day Cares with Weather Radios	2010 & 2011	
<p>Set up, test and educate the public about the new sirens <i>Measure: A 50% increase in the recognition of new</i></p>	DES	Verbal or written survey at fairs to establish baseline knowledge Educate at fairs and other public opportunities	By 2013	

sirens.		Re-survey to establish increase in knowledge		
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Physical Environment:

Environmental Quality ~

Environmental Quality Goal One: *Promote a sustainable Richland County.*

Measure: *Improve access to recycling services, in accordance with Healthy People 2020 EH-12..*

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**Strategy One:** *Develop a robust recycling program in Richland County, in accordance with Healthy People 2020 EH-12.*

**Attainable Goals:** *Increase the number of recycling services by one service each year.*

| <i>Objectives</i>                                                                                                                                     | <i>Who</i> | <i>Action Steps</i> | <i>When</i> | <i>Comments</i> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------------|-------------|-----------------|
| <p><b>Support ROI's current recycling program and efforts to expand it.</b><br/> <i>Measure: The number of new services added to the program.</i></p> |            |                     |             |                 |
| <p><b>Create a local by-product from newspapers and magazines.</b><br/> <i>Measure: The establishment of a local recycled-product industry.</i></p>   |            |                     |             |                 |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|
| <p><b>Educate about the value and cost of recycling.</b><br/> <i>Measure: The number of educational materials available/distributed.</i></p>                                                                             |  |  |  |  |
| <p><b>Advertise and educate the public about the used oil disposal container at the landfill and local businesses that burn oil.</b><br/> <i>Measure: The number of educational materials available/distributed.</i></p> |  |  |  |  |

**Built Environment and Housing ~**

**Built Environment and Housing Goal One:** *Improve the structural safety and appearance of Richland County.*

**Measure:** *Increase the number of available housing units by 2016.*

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Strategy One: Make a plan for City of Sidney and County Commissioners to collaborate with property owners to establish a definitive explanation for “hazardous structure” and plan follow through with Community Decay Ordinance.

Attainable Goals: Decrease the number of hazardous structures in Richland County, in accordance with National Prevention Strategy: Healthy and Safe Community Environments-2.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
<p>Define “Hazardous Structures” and look if it’s detrimental to health. <i>Measure: A county-wide definition of “hazardous structures” and its attributes.</i></p>				Land is available from the City of Sidney and interest was expressed at the focus group conducted by the Nutrition Coalition.
<p>Research other towns of comparable size for decay ordinance- Williston, Watford City, Miles City. <i>Measure: An assessment of other county’s decay ordinances.</i></p>				
<p>Find a hazardous building authority. <i>Measure: The establishment of a hazardous building authority.</i></p>				
<p>Get Planning Board or Housing Authority to become review board for within city limits. <i>Measure: The establishment of a board.</i></p>				Will come with adoption of a hazardous structure policy.
<p>Training on how to identify hazardous structures. <i>Measure: The number of trainings for local personnel.</i></p>				Will come with adoption of a hazardous structure policy.
<p>Research the universal</p>				May come out of Housing

building codes. <i>Measure: A document containing the universal building codes.</i>				Assessment
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Strategy Two: Improve the appearance of Richland County.

Attainable Goals: Make five visual improvements to the downtown areas of Richland County by 2016.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Talk to Richland Economic Development about possible visual improvements that could be done to the downtown area. <i>Measure: A list of potential visual improvements to the downtown area.</i>				RED is working with the City, County and business owners to begin a downtown renewal project around the courthouse on west Main Street

Strategy Three: Explore methods of renovating old buildings on existing lots.

Attainable Goals: Increase the number of multi-family housing units by 2016.

Increase available senior housing by 2016.

<i>Objectives</i>	<i>Who</i>	<i>Action Steps</i>	<i>When</i>	<i>Comments</i>
Find out what progress has already been made. <i>Measure: An assessment of action steps already</i>	Sidney Housing Committee and the Richland Housing Authority.			The Housing Committee is looking at a land trust to support the development of affordable new homes.

<i>taken.</i>				
County-wide housing evaluation: How many houses are sitting empty? <i>Measure: An assessment of available housing units.</i>				Those that are empty are either condemned or too expensive.
Explore co-op housing: 5-6 families build a condo together. Look into development of apartment complexes. <i>Measure: An assessment of the requirements for establishing multi-unit housing.</i>				Not being looked at right now. (Possibility of engaging private investors, selling shares to businesses who's employees would use the housing - done on the western side of the state (Big Sky Resort, Chico) (State has an agency which will help with development of a co-op by interested parties)
Review price range of houses in Richland County -specifically through a study of independent realtors. <i>Measure: An assessment of the range of housing and land prices in Richland County.</i>				New homes are too high at \$250-\$300k, houses are selling at \$100-150k (how much does it cost to buy enough land?) Would like to see a study independent of realtors